

Los Angeles County  
**Comprehensive Floodplain Management Plan**

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**APPENDIX G.**  
**LOS ANGELES COUNTY FLOODWAY MAPS**




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# Big Tujunga Creek Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

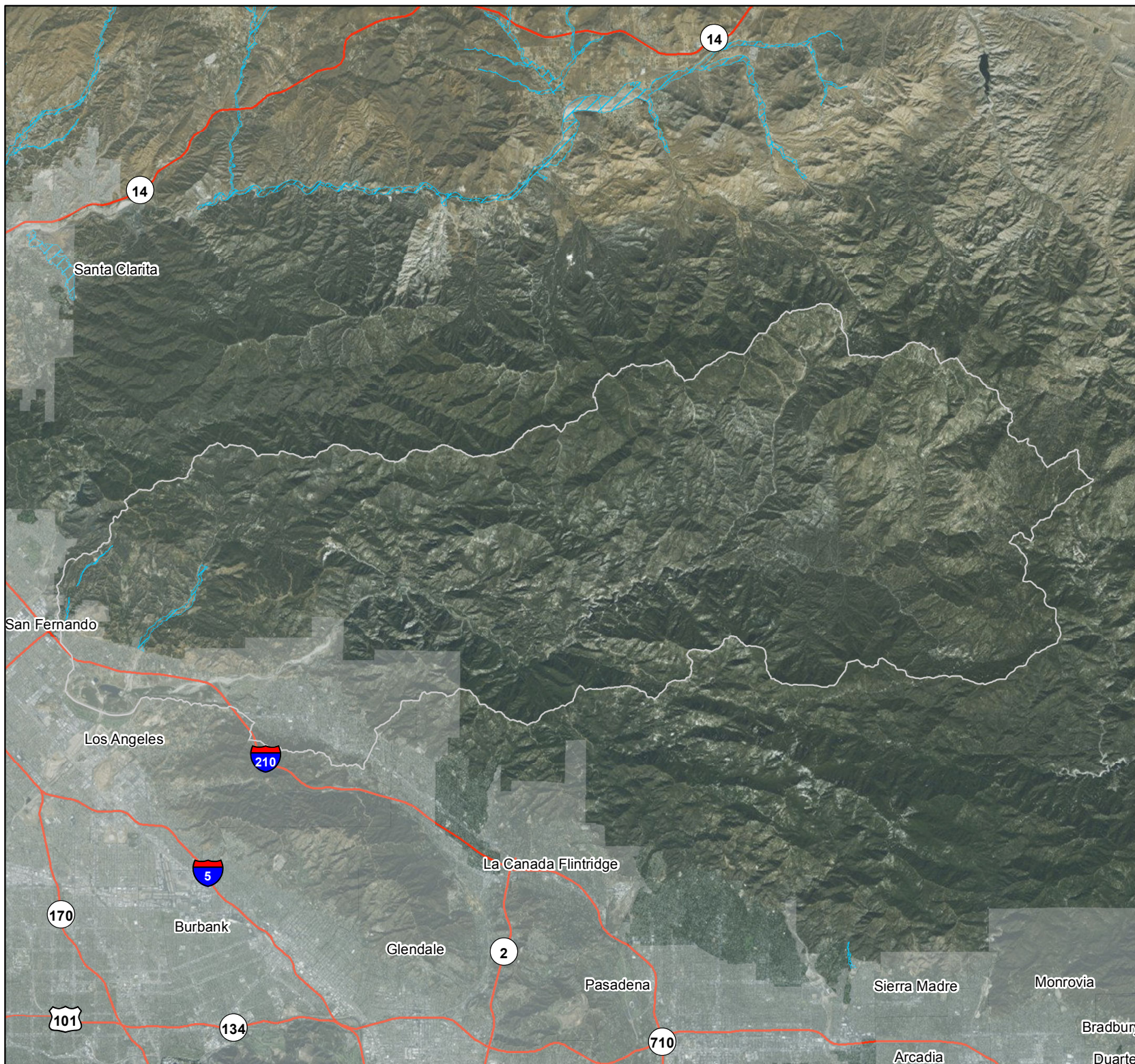
-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard**
-  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15







0 2 4  
Miles





# Bouquet Canyon Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

-  Incorporated Cities
-  Watershed Boundary
-  Flood Hazard
-  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15






0 1.25 2.5  
Miles





# Big-Sycamore Canyon-Frontal Santa Monica Bay Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard**
-  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15






0 2 4  
Miles



# Castaic Creek Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard**
  -  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

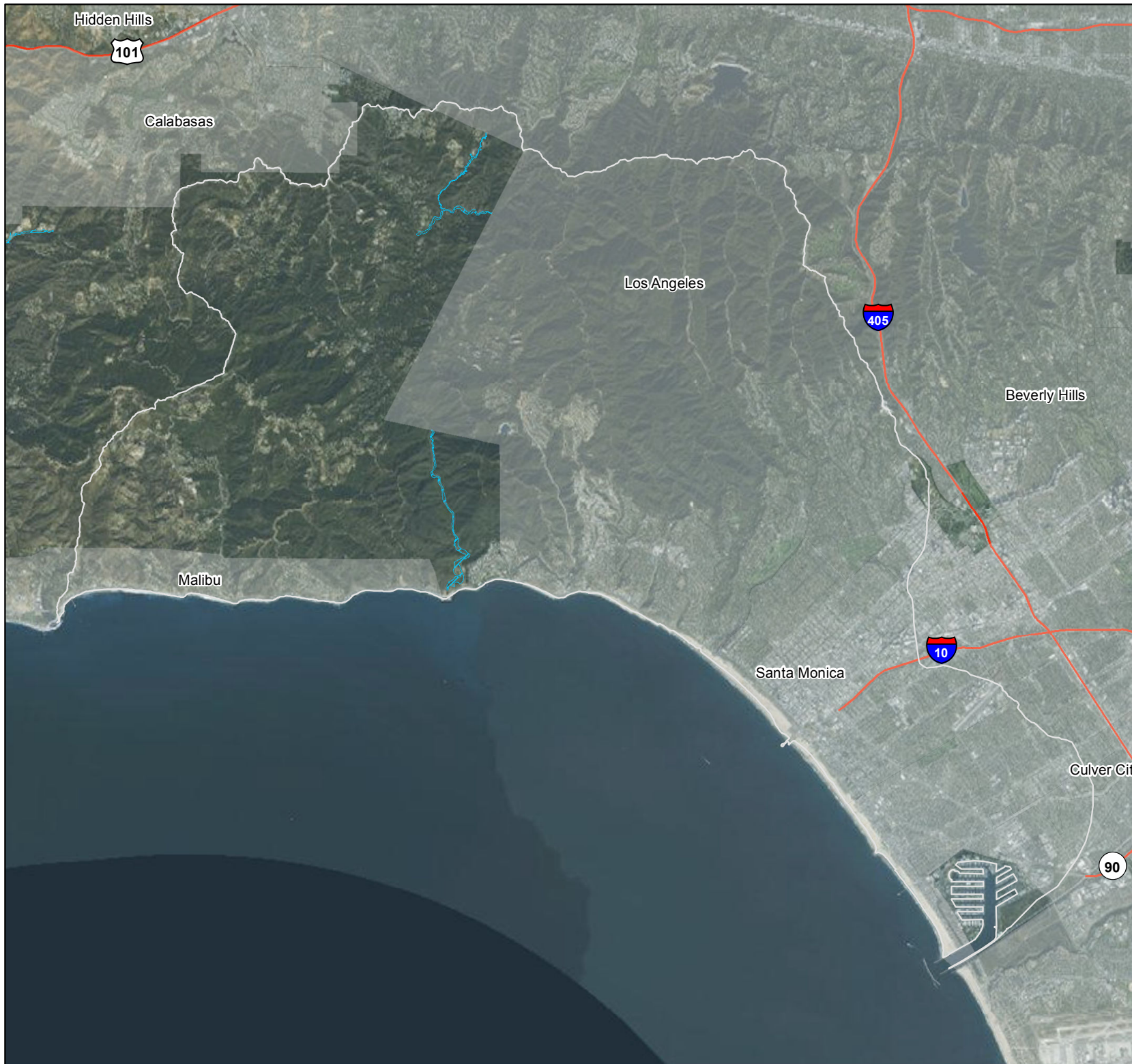
Map created: 5/27/15



0 2 4 Miles










# Garapito Creek-Frontal Santa Monica Bay Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard**
-  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15






0 1.25 2.5  
Miles



# Headwaters Santa Clara River Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

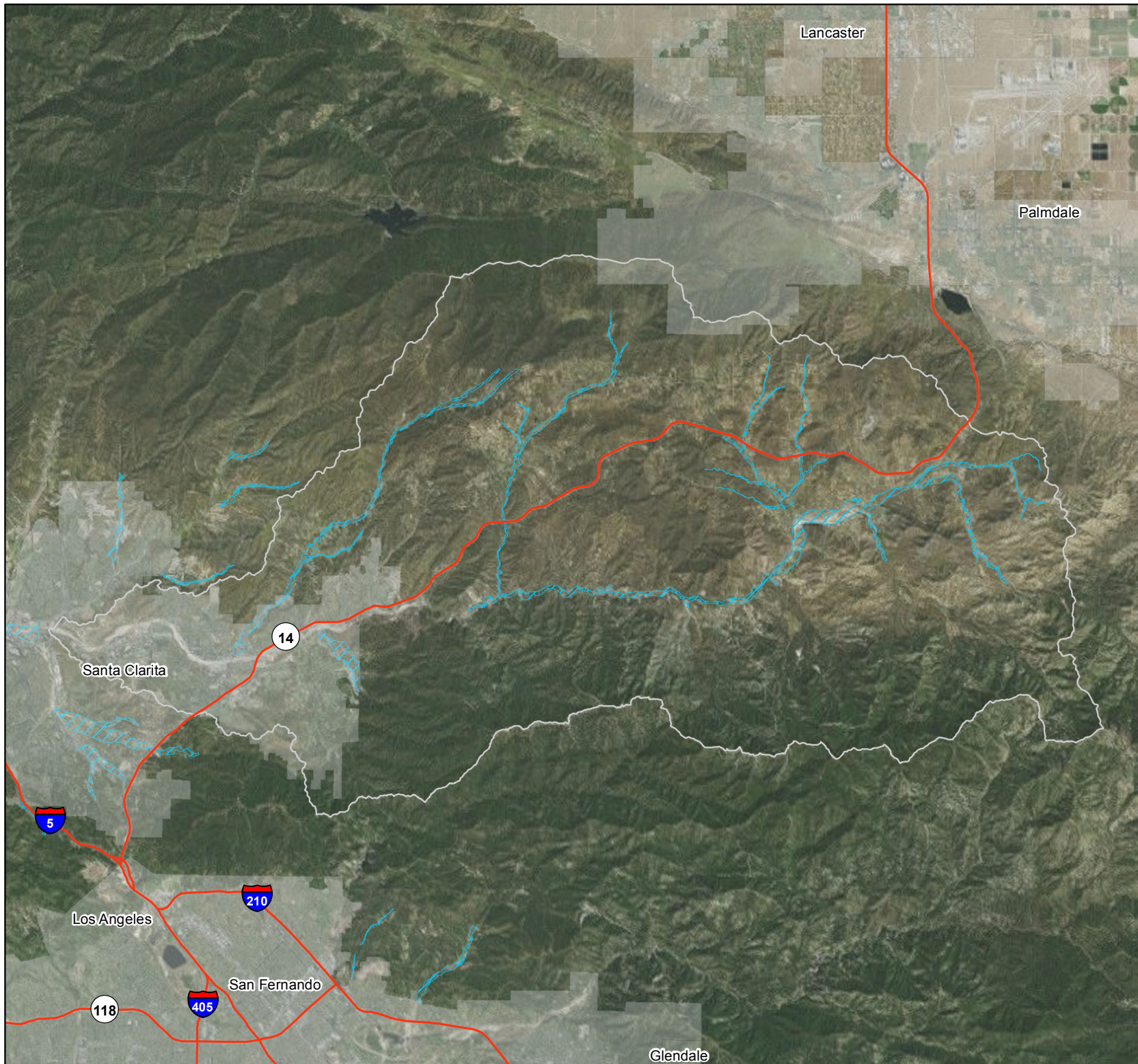
-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard**
  -  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15






0 2.5 5  
Miles





# Malibu Creek Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

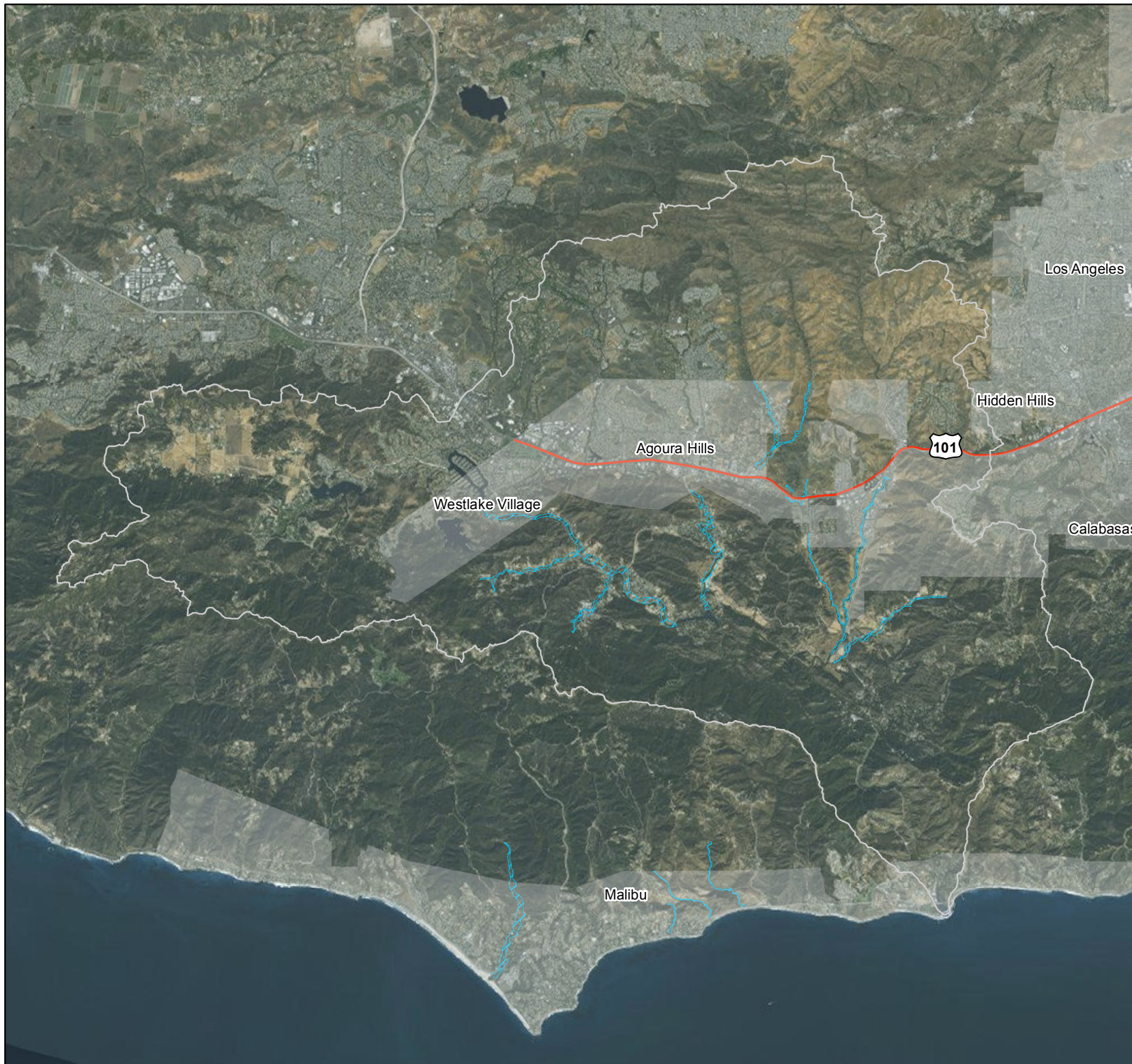
-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard**
-  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15






0 1.5 3  
Miles





# Rio Hondo Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

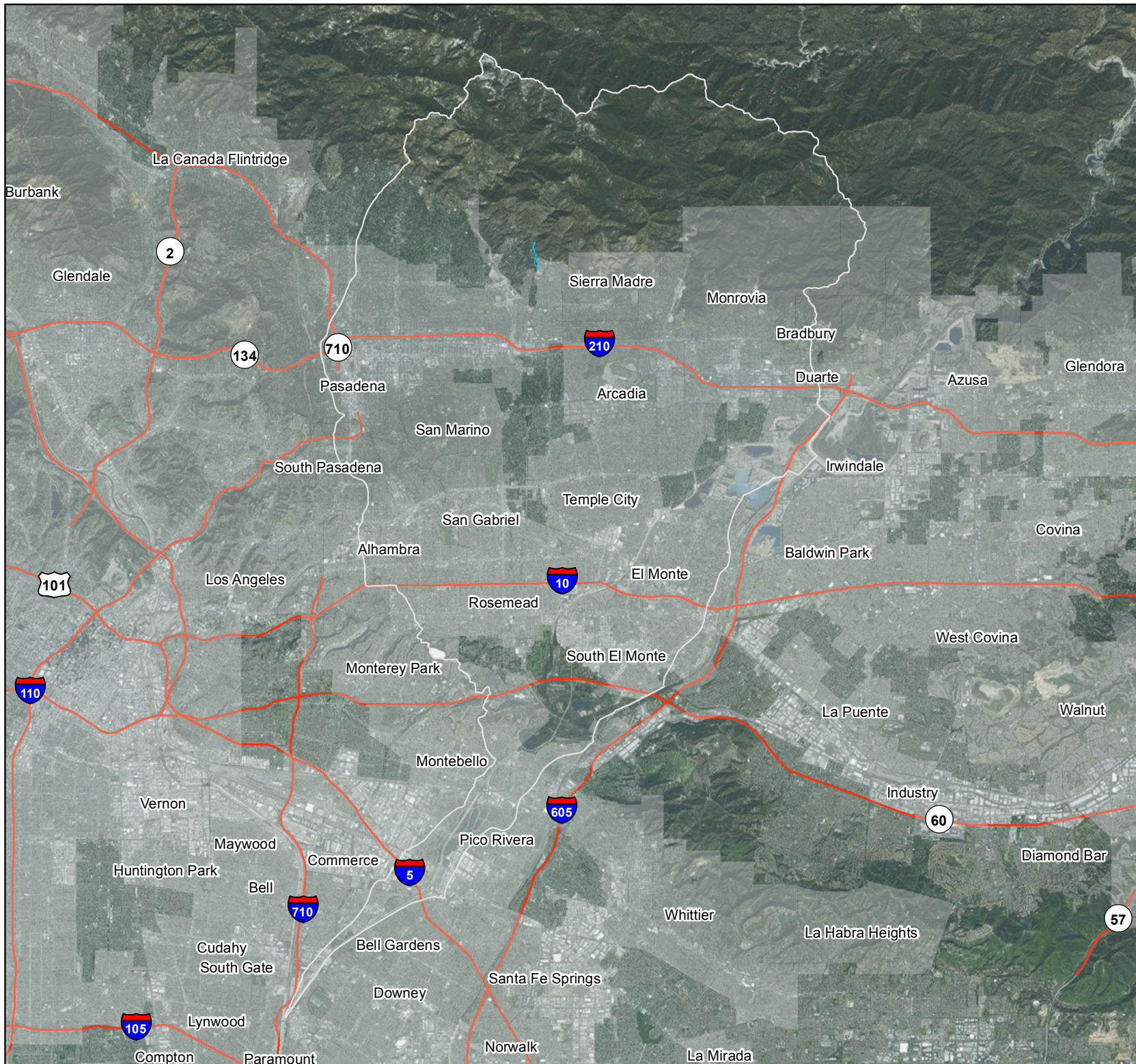
-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard**
-  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15






0 2 4 Miles





# Upper Los Angeles River Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

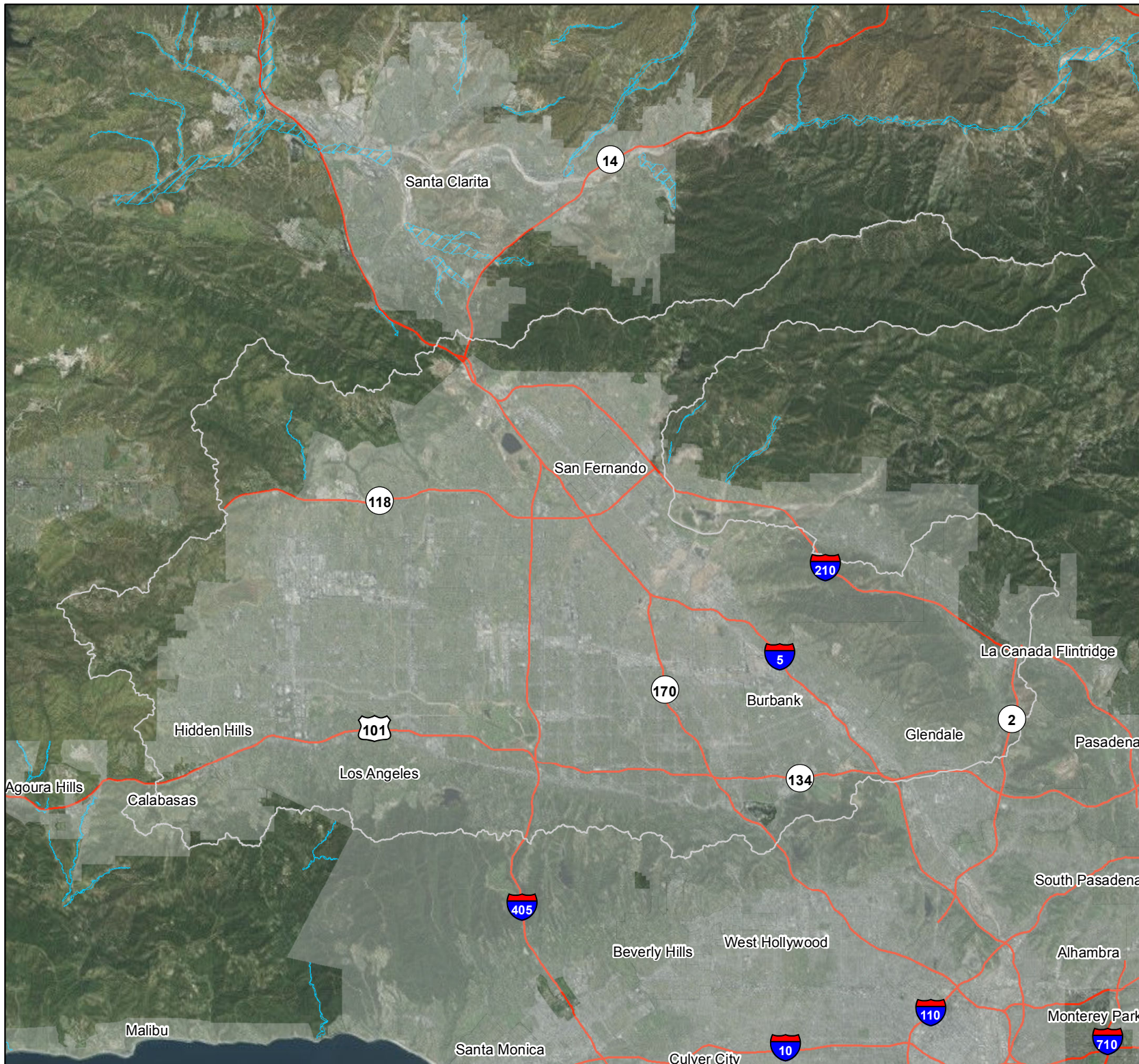
-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard**
-  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15






0 2.5 5  
Miles





# Upper Santa Clara River Watershed

Los Angeles County  
Floodways, Capital  
Flood (50-year)

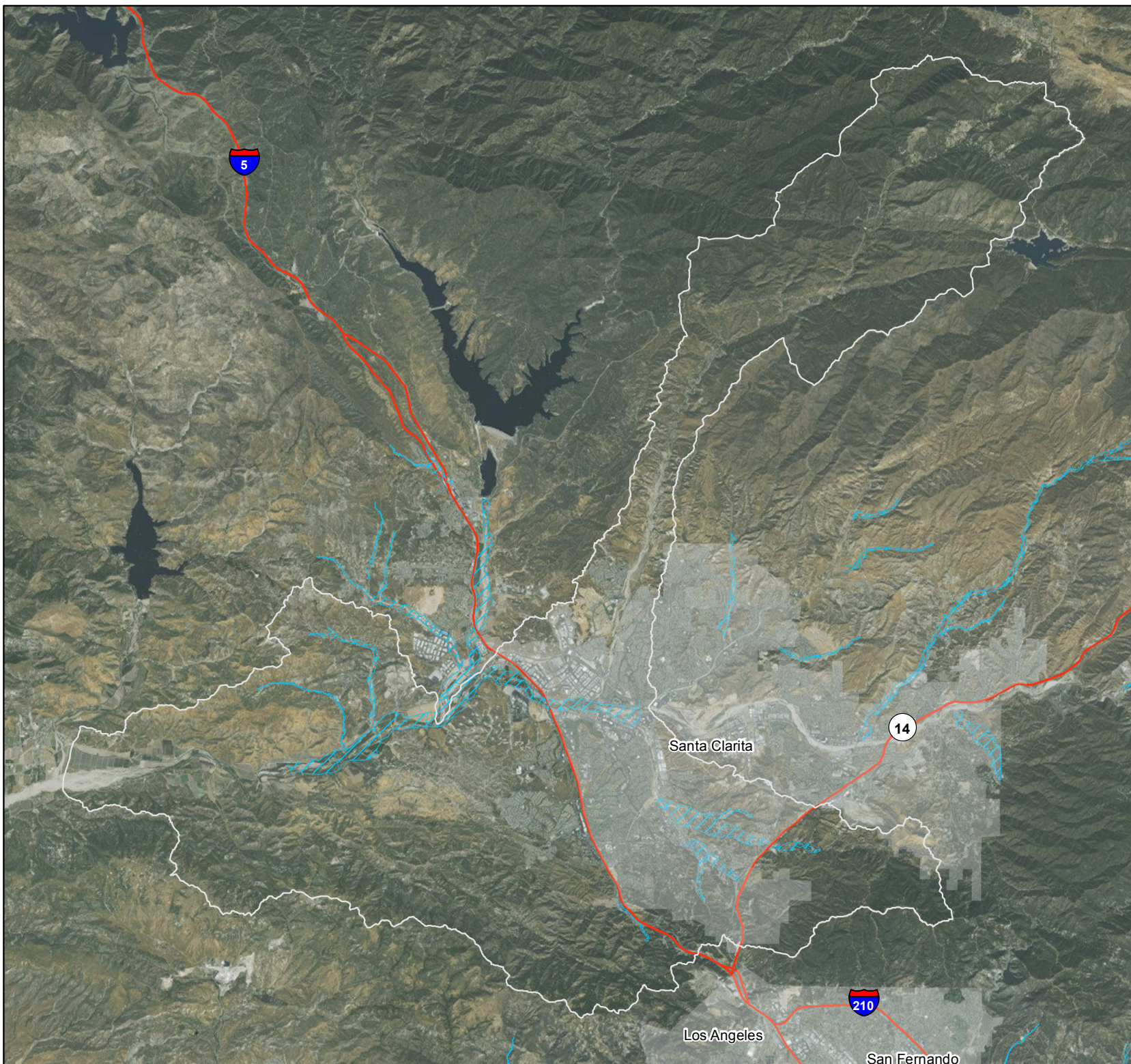
-  Incorporated Cities
-  Watershed Boundary
- Flood Hazard
  -  County 50-yr

Base Map Data Sources:  
Los Angeles County, ESRI

Map created: 5/27/15



0 2 4  
Miles





Los Angeles County  
**Comprehensive Floodplain Management Plan**

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**APPENDIX H.**  
**EXAMPLE PROGRESS REPORT**

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# APPENDIX H. EXAMPLE PROGRESS REPORT

## Los Angeles County, California Comprehensive Floodplain Management Plan and Program for Public Information Annual Progress Report

**Reporting Period:** *(Insert reporting period)*

**Background:** Los Angeles County developed a floodplain management plan to reduce risk from flooding by identifying resources, information, and strategies for risk reduction. To prepare the plan, Los Angeles County organized resources, assessed risks from flooding, developed planning goals and objectives, reviewed mitigation alternatives, and developed an action plan to address probable impacts from floods. The plan can be viewed on-line at:

<http://dpw.lacounty.gov/WMD/NFIP/FMP/>

During the floodplain management plan development, Los Angeles County also developed a program for public information to identify, prepare, implement, and monitor a range of flood-related public information activities that meet specific, local needs. The PPI framework is described in Chapter 14 of the floodplain management plan.

**Purpose:** The purpose of this report is to provide an annual update on the implementation of the action plan identified in the *Los Angeles County Comprehensive Floodplain Management Plan* and on the implementation and evaluation of the outreach projects identified in the program for public information. The objective is to ensure that there is a continuing and responsive planning process that will keep the floodplain management plan and related outreach efforts dynamic and responsive to the needs and capabilities of Los Angeles County and stakeholders. This report discusses the following:

- Flood events that have occurred within the last year
- Changes in risk exposure within the planning area (unincorporated Los Angeles County)
- Mitigation success stories
- Changes in capabilities that could impact plan implementation
- Floodplain management plan implementation status
  - Review of the action plan
  - Recommendations for changes/enhancement
- Program for Public Information implementation and evaluation status
  - Review of the outreach projects
  - Review on progress toward desired outcomes
  - Recommendations for changes/enhancement.



**Flood Events within the Planning Area:** During the reporting period, there were [ ] flood events in the planning area that had a measurable impact on people or property. A summary of these events is as follows:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Changes in Risk Exposure in the Planning Area:** *(Insert brief overview of any flood event in the planning area that changed the probability of occurrence of flooding as presented in the floodplain management plan)*

**Mitigation Success Stories:** *(Insert brief overview of mitigation accomplishments during the reporting period, including notably successful public outreach efforts)*

**Changes That May Impact Implementation of the Plan:** *(Insert brief overview of any significant changes in the planning area that would have a profound impact on the implementation of the plan or on public outreach efforts. Specify any changes in technical, regulatory and financial capabilities identified during the plan's development)*

## FLOODPLAIN MANAGEMENT PLAN PROGRESS

**Summary Overview of the Plan's Progress:** The performance period for the floodplain management plan became effective on [ ], 2016, with the final approval of the plan by FEMA. The initial performance period for this plan will be 5 years, with an anticipated update to the plan to occur before [ ], 2020. As of this reporting period, the performance period for this plan is considered to be [ ]% complete. The floodplain management plan has targeted 35 flood hazard mitigation initiatives to be pursued during the 5-year performance period. As of the reporting period, the following overall progress can be reported:

- [ ] out of [ ] initiatives ([ ]%) reported ongoing action toward completion.
- [ ] out of [ ] initiatives ([ ]%) were reported as being complete.
- [ ] out of [ ] initiatives ([ ]%) reported no action taken.

**The Floodplain Management Plan Steering Committee:** The floodplain management plan steering committee, made up of stakeholders within the planning area, reviewed and approved this progress report at its annual meeting held on [ ], 201[ ]. It was determined through the plan's development process that a steering committee would remain in service to oversee maintenance of the plan. At a minimum, the Steering Committee will provide technical review and oversight on the development of the annual progress report. It is anticipated that there will be turnover in the membership annually, which will be documented in the progress reports. For this reporting period, the Steering Committee membership is as indicated in Table 1.



<p style="text-align: center;"><b>TABLE 1.</b> <b>STEERING COMMITTEE MEMBERS</b></p>	
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[illegible]

**Review of the Action Plan:** Table 2 reviews the action plan, reporting the status of each initiative. Reviewers of this report should refer to the floodplain management plan for more detailed descriptions of each initiative and the prioritization process.

Address the following in the “status” column of the following table:

- *Was any element of the initiative carried out during the reporting period?*
- *If no action was completed, why?*
- *Is the timeline for implementation for the initiative still appropriate?*
- *If the initiative was completed, does it need to be changed or removed from the action plan?*



TABLE 2. ACTION PLAN MATRIX				
Action Taken? (Yes or No)	Time Line	Priority	Status	Status (X, O, ✓)
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	



TABLE 2. ACTION PLAN MATRIX				
Action Taken? (Yes or No)	Time Line	Priority	Status	Status (X, O, ✓)
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Initiative # __—			[description]	
Completion status legend: ✓ = Project Completed O = Action ongoing toward completion X = No progress at this time				

**Recommendations for Changes or Enhancements:** Based on the review of this report by the floodplain management plan Steering Committee, the following recommendations will be noted for future updates or revisions to the plan:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## PROGRAM FOR PUBLIC INFORMATION IMPLEMENTATION

**Summary Overview of Implementation:** The annual performance period for the program for public information is from September 1 to September 30 of each year. In the 20 reporting period, ( percent) of the identified outreach projects were implemented. Of the projects that were implemented ( percent) have resulted in progress toward desired outcomes.

**The Program for Public Information Committee:** The Program for Public Information Committee, made up of stakeholders within the planning area, reviewed and approved this progress report at its annual meeting held on , 201. It is expected that turnover will occur in Program for Public Information Committee membership from year to year. For this reporting period, the Committee membership is as indicated in Table 3.

TABLE 3. PROGRAM FOR PUBLIC INFORMATION COMMITTEE		
Name	Title	Jurisdiction/Agency

**Review of the Outreach Projects:** Table 4 reviews the identified outreach projects, reporting on the following items:

- The target audiences, the messages, and the desired outcomes.
- The projects in the PPI used to convey the messages.
- Which projects were implemented.
- Why some projects were not implemented.
- What progress was made toward the desired outcomes.
- What should be changed.

**Recommendations for Changes or Enhancements:** Based on the review of this report by the program for public information Committee, the following changes will be incorporated during the next performance period:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



**TABLE 4.  
PROGRAM FOR PUBLIC INFORMATION COMMITTEE**

Message	Target Audiences	Desired Outcomes	Progress toward Outcomes	Projects	Assignment	Schedule	Stakeholder	Implemented (yes or why not?)
Topic 1: Know Your Flood Hazard								
				Recommended changes:				
				Recommended changes:				
				Recommended changes:				
Topic 2: Insure Your Property Against Your Flood Hazard								
				Recommended changes:				
				Recommended changes:				
				Recommended changes:				
Topic 3: Protect People from the Hazard								
				Recommended changes:				
				Recommended changes:				
				Recommended changes:				
Topic 4: Protect Your Property from the Hazard								
				Recommended changes:				
				Recommended changes:				
				Recommended changes:				



**TABLE 4.  
PROGRAM FOR PUBLIC INFORMATION COMMITTEE**

Message	Target Audiences	Desired Outcomes	Progress toward Outcomes	Projects	Assignment	Schedule	Stakeholder	Implemented (yes or why not?)
Topic 5: Build Responsibly								
				Recommended changes:				
				Recommended changes:				
				Recommended changes:				
Topic 6: Protect Natural Floodplain Functions								
				Recommended changes:				
				Recommended changes:				
				Recommended changes:				
Topic 7: General Preparedness								
				Recommended changes:				
				Recommended changes:				



## **PUBLIC REVIEW NOTICE**

*The contents of this report are considered to be public knowledge and have been prepared for total public disclosure. Copies of the report have been provided to the Los Angeles County Board of Supervisors and to local media outlets and the report is posted on the floodplain management plan website. Any questions or comments regarding the contents of this report should be directed to:*

*Los Angeles County Department of Public Works  
Watershed Management Division  
(626) 458-7155*





Los Angeles County  
**Comprehensive Floodplain Management Plan**

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**APPENDIX I.**  
**PROGRAM FOR PUBLIC INFORMATION FRAMEWORK**

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## APPENDIX I. PROGRAM FOR PUBLIC INFORMATION FRAMEWORK

Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
<b>Topic 1: Know your flood hazard</b>						
Know Your Flood Zone ( <a href="http://www.dpw.lacounty.gov/wmd/floodzone/index.cfm">www.dpw.lacounty.gov/wmd/floodzone/index.cfm</a> )	Residents, property owners and businesses in the regulated floodplains Renters in flood-prone areas Critical Facility Operators in the regulated floodplains	Increase in hits to flood zone determination website	Outreach brochure “Are You Prepared for a Flood?”	DPW	Annually prior to rainy season	No
			Adopt a Creek	Mountains Restoration Trust	Ongoing	Yes
			Realtor’s brochure or continuing education	Realtors	Ongoing with sale of real estate	Yes
You Are In A Repetitive Flood Area	Residents, property owners and businesses in repetitive loss areas	Increase in inquiries to Public Works regarding flood hazards from repetitive loss property owners Property owners implementing temporary or permanent flood mitigation projects Increased demand for sandbags during the storm season	Annual mailing to Repetitive Loss Area properties	DPW	Annually	No
Your Property May Be Subject To Flooding Or Flood Related Hazards	Gaps in the Maps identified properties Property owners near recently burned areas	Increase in inquiries to Public Works about flood hazards from gaps in the maps areas Increase in inquiries to Public Works about flood related hazards from recently burned areas	Homeowners Guide Online at: <a href="http://dpw.lacounty.gov/wmd/HomeOwners/index.cfm">http://dpw.lacounty.gov/wmd/HomeOwners/index.cfm</a> and distribute hard copy	DPW	As needed and after event	
			Gaps in the Maps newsletters article “Community Connections”	DPW	Annually	

Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
Topic 2: Insure your property against your flood hazard						
Take Advantage Of A Low Cost/ Preferred Risk Policy	Residents, property owners and businesses in 500 year floodplain Gaps in the Maps identified properties Residents, property owners and businesses in repetitive loss areas (if outside of regulated floodplain)	Increase in flood insurance policy holders outside of the 100 year floodplain	Fire hazard and sediment flow information			
			Information posted on the website	DPW	Available year round on website	No
			Newsletter article in Public Works’ NewsWorks and County’s Community Connections.	DPW	Annually	No
You Need Flood Insurance	Residents, property owners, and businesses in the 100 year floodplain Homeowners who do not have a mortgage	Increase in flood insurance policy holders in the 100 year floodplain	Mailings to properties in the flood zone and repetitive loss areas.	DPW	Annually	No
			Social media posting (Twitter)	DPW	During storm season	No
Renters Can Buy Flood Insurance	Renters in flood prone areas	Increase in flood insurance purchase by renters in the 100 year floodplain	Mailings to renters in the flood zone.	DPW	Annually	No
			Westside Rentals link	DPW	Annually	No
Topic 3: Protect people from the hazard						
Avoid Swift Water!	People/children who hike or bike through channels and streams  People who are camping/residing in channels and streams	Decrease in swift water rescues Decrease in observed camping/residing in the channels and streams	YouTube video - NO WAY OUT The Dangers of Flood Control Channels, Flood Control Channel Memo <a href="http://www.ladpw.org/services/water/nowayout.pdf">www.ladpw.org/services/water/nowayout.pdf</a>	DPW	Year Round on YouTube	No
			Adopt a Creek	Mountains Restoration Trust	Year Round	Yes
			Homeless Count	Los Angeles Homeless Services Authority	Annually	Yes
			High water mark signage	DPW		No
Move To High Ground	Hikers and bikers People who are camping/residing near streams	Decrease in swift water rescues	Permanent signs posted in outdoor areas subject to flooding	DPW		No
Turn Around, Don’t Drown	Drivers (sub-population may be in Antelope Valley and Santa Monica Mountains)	Decrease in swift water rescues Decrease in car-related flood injuries and fatalities	Temporary warning signs near frequently inundated crossings	DPW-Road Maintenance Division	Before Event.	No



Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
Know The Signs Of Flash Flooding	Antelope Valley Residents Hikers Populations who are camping/residing near streams in natural areas such as the Santa Monica and San Gabriel Mountains	Decrease in swift water rescues Decrease in accidents and injuries due to flash flooding	Information on website and link to YouTube Video	DPW	One time, available online	No
			Twitter reminder	DPW	Prior to and during rainy season	No
			Twitter reminder	Los Angeles County Parks and Recreation	Prior to and during rainy season	No
			Facebook message	Los Angeles County Parks and Recreation	Prior to and during rainy season	No
Know What Flood Warning Means	Residents, property owners and businesses in the regulated floodplains Property owners near recently burned areas	Decrease in accidents and injuries due to flooding	YouTube Video	DPW	Available year round online	No
			Develop a website with information on flood warning	DPW	Available year round online	No
			Twitter reminder	DPW	Prior to and during rainy season	No
			Twitter reminder	Los Angeles County Parks and Rec	Prior to and during rainy season	No
			Facebook message	Los Angeles County Parks and Rec	Prior to and during rainy season	No
Teach School Children About Flooding	School Districts CREEC	Decrease in accidents and injuries due to flooding to school children and their families	Crayfish removal patches	Adopt a Creek, Girl/Boy Scouts	Continually	Yes
			Children's information on FEMA website		Continually	No
			Develop information and messaging that can be shared with school children and parents.	DPW	Annually	No
			Develop and integrate information on flooding into educational materials	Heal the Bay	Year Round	Yes
			Integrate information on flooding into educational courses and materials	Santa Monica Mountains Resource Conservation District	Year Round	Yes

Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
<b>Topic 4: Protect your property from the flood hazard</b>						
Flood Affects More Than Homes	Equestrian centers, feed stores and associations Residents, property owners and businesses in the regulated floodplains		Develop a brochure/fact sheet – prevent all types of obstructions to flood flows Message to “Stop filling	DPW		No
			Develop displays/posters or informational piece at centers/stores	DPW		
Your Actions Impact Others	Residents, property owners and businesses in the regulated floodplains Equestrian centers, feed stores and associations Property owners that need to maintain creeks Residents and property owners along creeks where vegetation is sick or dying Renters in flood prone areas Lake Los Angeles property owners with creek Gaps in the Maps identified properties	Removal of obstructions (fences, corals, debris, berms, fill, etc.) in the flow paths	Mailing	DPW	As needed	No
			Twitter reminder	DPW	Prior to and during rainy season	No
			Twitter reminder	Los Angeles County Parks and Rec	Prior to and during rainy season	No
			YouTube Video	DPW	One time, available online	No
			Develop articles for inclusion in DPW NewsWorks. Community Connections.	DPW		No
Illegal Activities May Lead To Fines	Lake Los Angeles property owners with creek thru property Areas where there are significant instances of illegal dumping in conveyance systems	Removal of obstructions (fences, corals, debris, berms, fill, etc.) in the flow paths Fewer instances of illegal dumping	Distribute a mailing to property owners with known obstructions	DPW	As needed	No
			Dumping Website	DPW	Year Round	No
			Distribute a mailing to areas with instances of illegal dumping	DPW- Environmental Programs		No



Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
Need Advice For Protecting Your Property From Flood Hazards? Please Call Us Or Visit Website.  <a href="http://dpw.lacounty.gov/wmd/HomeOwners/index.cfm">http://dpw.lacounty.gov/wmd/HomeOwners/index.cfm</a> and <a href="https://dpw.lacounty.gov/wrd/Fire/display.cfm?product=file/faq.htm">https://dpw.lacounty.gov/wrd/Fire/display.cfm?product=file/faq.htm</a>	Residents, property owners and businesses in the regulated floodplains Residents, property owners and businesses in repetitive loss areas Environmental consultants/building contractors or others involved in the permitting process Gaps in the Maps identified properties Lake Los Angeles property owners with creeks thru property Property owners near recently burned areas Residents, property owners and businesses in the regulated floodplains Residents, property owners and businesses in repetitive loss areas Environmental consultants/building contractors or others involved in the permitting process Gaps in the Maps identified properties Lake Los Angeles property owners with creeks thru property Property owners near recently burned areas	Increase in requests for assistance/advice. Increase in requests for assistance/advice.	YouTube Video	DPW	Available year round online	No
			Twitter reminder	DPW	Prior to and during rainy season	No
			Distribute mailer to affected properties.	DPW	Prior to and during rainy season and as needed.	No
			Facebook message	DPW	Prior to and during rainy season	No
			YouTube Video	DPW	Available year round online	No

Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
<b>Topic 5: Build Responsibly</b>						
A Little Investment Now, Could Save You Money Later	Environmental consultants/building contractors or others involved in the permitting process Homeowners applying for permits	Increase in protection of structures	Floodproofing brochure			No
			Social media (Twitter, Facebook, Flickr, Instagram, etc.) and NFIP website	DPW	Year Round	No
Just Because It Is Not Mapped Does Not Mean You Are Not At Risk	Gaps in the Maps identified properties		Develop a webpage that discusses the issue and related hazards	DPW		No
			Social media (twitter, facebook, flickr, Instagram, etc)	DPW		No
			Write an article for a newsletter targeting the Santa Monica Mountains			
Get A Permit Before You Build	Residents, property owners and businesses in the regulated floodplains Residents, property owners and businesses in repetitive loss areas Gaps in the Maps identified properties	Increase in number of properties protecting their structures	Develop a new webpage			No
			Social media (Twitter, Facebook, Flickr, Instagram, etc.)	DPW	Year Round	No
			Write an article in a newsletter	DPW	Annually	Yes

Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
<b>Topic 6: Protect natural floodplain functions</b>						
Share The Floodplains	Hikers Beachgoers near the mouths of rivers/creeks Equestrian centers, feed stores and associations Countywide Populations who are camping/residing near streams in the mountains		Adopt a Creek	Mountains Restoration Trust	Continually	Yes
			Fifth grade outdoor education, Cold Creek docents	Cold Creek Docents	Throughout year	Yes
			Waves, Wetland and Watersheds Curriculum (3-8 grade)	Heal the Bay	Available year round at <a href="http://healthebay.org">healthebay.org</a>	Yes
			The Next Wave, Quarterly Education Newsletter	DPW prepares article for Heal the Bay	Annually	Yes
			Source to Sea Watershed Education Program, Speaker Request Program for High School, Colleges, and Organizations	Friends of the L.A. River	Events throughout year and info available at <a href="http://folar.org">folar.org</a>	Yes
No Dumping <a href="http://www.dpw.lacounty.gov/epd/illdump">www.dpw.lacounty.gov/epd/illdump</a>	Areas where there are significant instances of illegal dumping in conveyance systems	Reduced illegal dumping	Drains to River signage/No Dumping signage	DPW	As needed	No
			No trespassing signage	DPW	As needed	No
Protect These Areas	Hikers Beachgoers near the mouths of rivers/creeks Equestrian centers, feed stores and associations Countywide Populations who are camping/residing near streams in the mountains		Trailhead flyers for kiosks	DPW	Annually	No
			Flyer	Resource conservation district		



Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
Floodplains Help Us!	Residents, property owners and businesses in the regulated floodplains Property owners that need to maintain channels or other conveyance systems Gaps in the Maps identified properties	Increased maintenance and clearance of obstructions in natural creeks.	Fifth grade outdoor education, Cole Creek docents	Cold Creek Docents	Throughout year	Yes
			Waves, Wetland and Watersheds Curriculum (3-8 grade)	Heal the Bay	Available year round at <a href="http://healthebay.org">healthebay.org</a>	Yes
			The Next Wave, Quarterly Education Newsletter	DPW prepares article for Heal the Bay	Annually	Yes
			Source to Sea Watershed Education Program, Speaker Request Program for High School, Colleges, and Organizations	Friends of the L.A. River	Events throughout year and info available at <a href="http://folar.org">folar.org</a>	Yes
These Areas Are Habitat	Hikers Beachgoers near the mouths of rivers/creeks Equestrian centers, feed stores and associations Countywide Populations who are camping/residing near streams in the mountains		Fifth grade outdoor education, Cold Creek docents	Cold Creek Docents	Throughout year	Yes
			Waves, Wetland and Watersheds Curriculum (3-8 grade)	Heal the Bay	Available year round at <a href="http://healthebay.org">healthebay.org</a>	Yes
			The Next Wave, Quarterly Education Newsletter	DPW prepares article for Heal the Bay	Annually	Yes
			Source to Sea Watershed Education Program, Speaker Request Program for High School, Colleges, and Organizations	Friends of the L.A. River	Events throughout year and info available at <a href="http://folar.org">folar.org</a>	Yes

Message	Target Audiences	Outcomes	Projects	Assignment	Schedule	Stakeholder (element STK)
<b>Topic 7: General preparedness</b>						
Sign Up For Alert LA <a href="http://www.lacounty.gov/emergency/alert-la/">www.lacounty.gov/emergency/alert-la/</a>	Countywide Residents, property owners and businesses in the regulated floodplains School Districts	Increase number of residents that register their mobile number for Alert LA.	Social media posts (Twitter)	DPW	Quarterly	No
			Promote Alert LA on County Website.	DPW Sheriff's Dept	Available online year round	No
			Provide Alert LA County Brochure <a href="http://www.lacounty.org/pm_pub.html">http://www.lacounty.org/pm_pub.html</a>	CEO Office of Emergency Management	Available online year round	No
Develop A Family Disaster Plan  <a href="http://www.lacounty.org/pm_pub.html">http://www.lacounty.org/pm_pub.html</a> <a href="http://www.lacounty.org/PDF/EmergencySurvivalGuide-LowRes.pdf">http://www.lacounty.org/PDF/EmergencySurvivalGuide-LowRes.pdf</a>	Countywide Residents, property owners and businesses in the regulated floodplains School Districts	Increase preparedness by residents	Distribute brochure	CEO Office of Emergency Management	Year round	No
			Social media (twitter, facebook, flickr, Instagram, etc)	DPW	Quarterly	No
			Write article in newsletter			
			Vendor booths at fairs	CEO Office of Emergency Management		No
Know Your Risk	Countywide Residents, property owners and businesses in the regulated floodplains School Districts	Increased visits to the Flood Zone Determination Website	Mailer	DPW	Annual mailing	No
			Social media (twitter, facebook, flickr, Instagram, etc)	DPW	Annually	No







# MEETING SUMMARY

**Date of Meeting:** April 15, 2015  
**Location:** Los Angeles County Department of Public Works Headquarters  
(900 S. Fremont Ave. Alhambra, CA)  
**Subject:** Program for Public Information (PPI) Meeting No. 1  
**Project Name:** Los Angeles County Floodplain Management Plan Update  
**In Attendance:** **PPI Committee:** George De La O, Edgar Cisneros, Angel Barnuevo,  
Tom Delmore and Debbie Sharpton  
**Planning Team:** Eduardo Escobar and Kristen Gelino  
**Not Present:** Kerjon Lee and Sara Townsend  
**Summary Prepared by:** Kristen Gelino – 4/23/2015  
**Project No.:** 103IS3293/T32834

## Item

## Action

### Welcome and Introductions

- Kristen Gelino thanked the committee members for their attendance and facilitated group introductions.
- Handouts provided included: Agenda, Session 1 Goals Sheet, Example of Other Public Information Efforts and Draft Los Angeles County Other Public Information Efforts.
- Before beginning the meeting agenda the committee discussed a few administrative tasks. It was decided that a call in number would be provided for future meetings due to the lengthy driving time for some members to reach Alhambra. Additionally, the committee requested that a calendar invite be sent out for future meetings.

Tt will provide a call number for future meetings and will send out calendar invitations.

### PPI Overview

Kristen Gelino provided a brief overview of the PPI process. She provided a brief explanation of the relationship of the PPI process to the Community Rating System (CRS) and to the current effort to develop the County's Comprehensive Floodplain Management Plan (FMP). Kristen indicated that the desired outcome of the PPI planning process is to develop a framework for the County's flood-related public outreach projects and activities for the next year. She indicated that the framework would be included as a chapter in the FMP and



Item	Action
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that annual progress reports would be produced on the outreach activities identified by the committee. George De La O provided an explanation of the County's reasons for developing a PPI and indicated that there had been changes to the CRS program so the County wanted to ensure that they could maintain or improve the current class rating of seven given the new guidelines. Kristen indicated that the PPI was one of the new additions to CRS and so there are not a lot of already completed PPIs to use as examples. Kristen reviewed the seven steps of the PPI process and indicated that the planning team expected the process to be somewhat iterative. Kristen indicated the first step, establish a PPI committee, had already been accomplished. She reviewed the requirements for the committee and indicated that each member helped meet the CRS requirements and brought useful experience and skills to the table.

### **Session 1 Goals**

Kristen indicated that today's meeting would be focused on step 2 assess the community's public information needs. She indicated that there were several components to step 2 including delineating target areas, determining target audiences and inventorying other public information efforts.

**Goal #1 Determine Target Areas:** Kristen described how CRS defines target areas: focus areas or priority areas of the community with concerns related to floodplains. She indicated that the risk assessment being developed as part of the FMP would be able to support this portion of the PPI planning process. She indicated that, at a minimum, target areas should be the FEMA designated floodplains, the County floodways and the repetitive loss areas. The committee then discussed whether any additional areas should be targeted. Kristen informed the committee that the CRS requires three products for target areas:

1. A map showing areas subject to different flooding conditions.
2. A description of each area.
3. The number of buildings in each area.

Kristen indicated that the planning team would be developing these items for inclusion in the plan. After discussion it was determined that the planning team would review the potential to include two additional types of target areas: gaps in the maps and wildfire risk areas. Gaps in

It will develop the required products for the target areas.



## Meeting Summary

Item	Action
<p>the maps refer to areas where floodplains were not originally mapped, but where development may now be occurring. The committee was unsure if proceeding with wildfire risk areas would be appropriate, considering flood related risks occur after a burn has occurred. Kristen indicated that she would do some research and present more information to the group at the next meeting. Debbie Sharpton suggested that the National Park Service may have some data relevant for the wildfire risk area identification.</p>	<p>It will research the feasibility of including gaps in the maps and wildfire risk areas as target areas.</p>
<p><b>Goal #2 Determine Target Audience:</b> Discussion then turned to determining target audiences. Kristen provided the definition of target audiences given by CRS: a group of people who need information on flood related topics. She clarified for the group that target audiences can be selected based off of the target areas or for other reasons. The committee then began a brainstorming session to identify potential target audiences:</p> <ul style="list-style-type: none"><li>- Drivers</li><li>- School districts as a mechanism for providing information to parents and informing students through curriculum</li><li>- Environmental consultants/building contractors or others involved in the permitting process, particularly in the Santa Monica Mountains</li><li>- Residents, property owners and businesses in the regulated floodplains</li><li>- Residents, property owners and businesses in repetitive loss areas</li><li>- California Regional Environmental Education Community (CREEC) or other organizations that can disseminate information to teachers</li><li>- Influencers, such as real estate agents</li><li>- Cub Scouts</li><li>- Countywide audience for a disaster preparedness message</li><li>- Countywide audience for a climate change message</li><li>- Hikers</li><li>- Beachgoers near the mouths of rivers/creeks</li><li>- Equestrian centers, feed stores and associations</li><li>- Property owners that need to maintain channels or other conveyance systems</li><li>- Residents and property owners along creeks where vegetation is sick or dying</li></ul>	





Item	Action
<ul style="list-style-type: none"><li>- Trails Council</li><li>- Sierra Club</li><li>- Homeowners who have paid off mortgages or that did not have a mortgage</li><li>- Renters in flood prone areas</li><li>- Hospitals, doctors' offices and other public health professionals that operate within the floodplain</li><li>- Community members who might consider dumping items in conveyance systems</li></ul>	

During the course of this discussion, several ideas about messaging and/or platforms for delivering messages were suggested by committee members:

- Frame messages in a consumer-friendly manner, emphasize why the consumer needs this information
- Need to identify how to make flood related messaging currently relevant, especially given the challenges of the drought
- May want to link safety and savings
- Consider what the definition of flood is for the target audience (e.g. flash flood, mudflow)
- The Antelope Valley has a particular kind of flood related issue where residents are cut off from several travel routes during flood conditions
- EMS signs could be placed at intersections as a way to get out flood messages
- Consider coordinating with hillside stabilization/coastal erosion messaging
- Need to keep in mind that there are people who respond to different mediums. Some are responsive to email and twitter, while others are on the opposite end of the spectrum
- The Board of Supervisors might have twitter or other social media accounts that could be utilized for messaging
- Cell phone Nixle alerts are a potential platform
- Communities with active Nextdoor networks may present an opportunity for outreach
- Information could be provided at trail heads.



## Meeting Summary

Item	Action
<p><b>Goal #3 Inventory Other Public Information Efforts:</b> Eduardo Escobar and George De La O indicated that they had started a list of other public outreach efforts, but it was not yet complete. Kristen requested that the committee assist with the continued development of the list. She indicated that committee members should brainstorm and email other public outreach campaigns that they are aware of that might provide an opportunity for collaboration.</p>	<p>PPI committee members should email other public information efforts to Kristen, so that they can be added to the list.</p>
<p><b><u>Discuss Next Meeting and Step 3 Formulate Messages</u></b></p> <p>Kristen indicated that the next meeting would be focused on messaging. She indicated another doodle poll would be sent out to schedule the next meeting and handouts would be provided for the committee to review beforehand.</p>	<p>It will schedule the next PPI meeting and provide information for the committee's review.</p>
<p><b><u>Action Items for Next Meeting</u></b></p> <p>The action items identified during the meeting were reviewed.</p> <p>The meeting was adjourned at 3:00 PM</p> <p>The next meeting will be held in May and will be determined based on the availability of the PPI Committee.</p>	



# MEETING SUMMARY

**Date of Meeting:** May 21, 2015  
**Location:** Los Angeles County Department of Public Works Headquarters  
(900 S. Fremont Ave. Alhambra, CA)  
**Subject:** Program for Public Information (PPI) Meeting No. 2  
**Project Name:** Los Angeles County Floodplain Management Plan Update  
**In Attendance:** **PPI Committee:** George De La O, Edgar Cisneros, Angel Barnuevo, Kerjon Lee and Debbie Sharpton  
**Planning Team:** Eduardo Escobar and Kristen Gelino  
**Not Present:** Sara Townsend  
**Summary Prepared by:** Kristen Gelino – 5/25/2015  
**Project No.:** 103IS3293/T32834

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Item	Action
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## Welcome and Introductions

- Kristen Gelino thanked the committee members for their attendance and facilitated group introductions.
  - Handouts provided included: Agenda, PPI Meeting 1 Summary, Session 2 Goals Sheet, Draft Los Angeles County Other Public Information Efforts, Example Messages and Outcomes from CRS Handbook, and County-wide Target Area Maps (County Floodway, FEMA Floodway, Gaps in the Maps and Repetitive Loss Areas).
  - Kristen reviewed the action items from the previous meeting:
    - A call-in number and outlook calendar invitation had been sent out for the meeting.
    - The planning team has developed draft county-wide maps of the target areas and has provided initial descriptions and building count estimates.
    - The planning team is recommending that wildfire risk areas be treated as a target audience rather than a target area.
    - No additional information on other public outreach efforts had been received. Kristen clarified that the list currently included only County-initiated outreach efforts and the committee would need to expand the list
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## Meeting Summary

Item	Action
<p>to include efforts by other organizations and agencies. George De La O and Debbie Sharpton indicated that they knew of additional efforts that should be included.</p> <ul style="list-style-type: none"><li>• Kristen then briefly reviewed the 7 steps of the PPI process.</li></ul>	<p>PPI committee members will forward public outreach efforts undertaken by organizations and agencies other than the County.</p>

### Session 2 Goals

Kristen introduced the PPI Session 2 Goals Sheet and indicated that this meeting would be focused on reviewing and refining Step 2 objectives and discussing Step 3 objectives.

**Goal #1 Review of Step 2:** Kristen briefly reviewed the target areas that had been identified by the committee at the previous meeting. A brief discussion ensued regarding the number of buildings identified as being located in the Gaps in the Maps target area. George De La O indicated that he was surprised by the number of structures that had been identified. He explained that the buffer that was used may be appropriate in some areas, but may overestimate the risk in other areas, specifically in the mountain areas with narrow canyons. The committee also briefly discussed the fact that many structures may be barns or sheds. Kristen indicated that the land use for each parcel had been identified and she would forward on the land use breakdown to George.

Kristen will forward the land use breakdown for the areas identified in the gaps in the maps analysis to George.

Kristen then reviewed the list of target audiences that had been identified at the previous meeting. It was suggested that the language used on one item be changed to “areas where there are significant instances of illegal dumping in conveyance systems.” Additionally, Eduardo Escobar indicated that some of the items identified as target audiences may be more aptly defined as mediums or modes to funnel information to the target audiences. Kristen agreed and indicated that the committee could keep two running lists: one for target audiences and one for additional community members that may help us reach those target audiences.

Kristen will revise the list of target audiences per the discussion.

Kristen indicated that the committee members should keep these target areas and audiences in mind during the messaging discussion. She also indicated that the committee should keep the other public information efforts handout nearby to refer to during the discussion.

Item	Action
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Kristen indicated that all of the steps in the PPI build on one another and it is expected that the process will be somewhat iterative.

**Goal #2 Identify Messages:** Kristen then introduced step 3 formulate messages. She indicated that messaging should be based on the six priority topics identified by CRS, but additional topics could be added if needed. The committee reviewed the six topics and George indicated he would like to add the topic of general preparedness. The seven priority topics will be:

1. Know your floodplain.
2. Insure your property for your flood hazard.
3. Protect people from the hazard.
4. Protect your property from the hazard.
5. Build responsibly.
6. Protect natural floodplain functions.
7. General preparedness.

Kristen indicated that the committee would develop messaging for each of these topic areas. The messages should be developed keeping target audiences and outcomes in mind. She clarified that CRS is concerned with outcomes, not outputs, so that messages should be framed in a way that identifies a measureable metric, such as an increase in the number of flood insurance policies. The issue of prioritization was raised by a committee member. The planning team clarified that there certainly are some higher priorities than others within these messaging topics and audiences. This higher priority items are likely to be the ones that will result in identified outreach programs for this PPI. Kristen indicated that any ideas for outreach or audiences that do not make it onto this year's list can still be compiled and can be added during the next fiscal year.

The committee then discussed messaging for the priority topics. Messages were crafted with target audiences and outcomes in mind (Note: those messages added in italics were additional messaging options for consideration that were added by the planning team).

1. Know your floodplain.
  - a. Know your flood zone
  - b. You are in a repetitive flood area
  - c. Your property may be subject to flooding
  - d. *Your property is subject to flooding*



Item	Action
2. Insure your property for your flood hazard. <ul style="list-style-type: none"><li>a. Take advantage of a low cost/preferred risk policy (depending on zone d or x)</li><li>b. You need flood insurance</li><li>c. <i>Renters can buy flood insurance</i></li></ul>	
3. Protect people from the hazard <ul style="list-style-type: none"><li>a. Stay out of the channel</li><li>b. The channels are dangerous</li><li>c. Turn around, don't drown</li><li>d. Move to high ground</li><li>e. Know the signs of flash flooding</li><li>f. <i>Know what flood warning means</i></li><li>g. <i>Teach school children about flooding</i></li></ul>	
4. Protect your property from the hazard. <ul style="list-style-type: none"><li>a. Flood affects more than homes</li><li>b. Your actions impact others</li><li>c. Need advice? Please call us</li><li>d. You will be fined.</li><li>e. It is illegal to...</li></ul>	
5. Build responsibly. <ul style="list-style-type: none"><li>a. A little investment now, could save you money later</li><li>b. Just because it is not mapped does not mean you are not at risk</li><li>c. <i>Get a permit before you build</i></li></ul>	
6. Protect natural floodplain functions <ul style="list-style-type: none"><li>a. Share the floodplains</li><li>b. No dumping</li><li>c. Protect these areas</li><li>d. Floodplains help us (attenuate flows)</li><li>e. Use it, but protect it</li><li>f. Pretend the floodplain is your backyard</li><li>g. These areas are habitat</li></ul>	
7. General preparedness. <ul style="list-style-type: none"><li>a. Sign up for Alert LA</li><li>b. <i>Develop a family disaster plan</i></li></ul>	

Kristen indicated that these topics, messages, audiences and draft outcomes would be developed into a messaging matrix. This matrix

Kristen will develop a draft messaging matrix and distribute to the committee for comment. The committee will review and provide feedback.





## Meeting Summary

Item	Action
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would be sent to the committee for their review and comment. For this matrix, specific outreach projects would be identified.

### **Discuss Next Meeting and Step 4 and Step 7**

The PPI committee established a date for the next meeting. Kristen indicated that it would be focused on identifying outreach projects and on establishing an implementation and reporting protocol.

Kristen will send out an outlook invitation for the June 10 meeting.

### **Action Items for Next Meeting**

The action items identified during the meeting were reviewed.

The meeting was adjourned at 12:00 PM

The next meeting will be held:

**Wednesday, June 10, 2015**

9:00 am to 11:00 am

PDD Conference Room, 11<sup>th</sup> Floor

900 S. Fremont Ave., Alhambra

Conference Line: 866-692-5721 Code: 564-2302



# MEETING SUMMARY

**Date of Meeting:** June 10, 2015  
**Location:** Los Angeles County Department of Public Works Headquarters  
(900 S. Fremont Ave. Alhambra, CA)  
**Subject:** Program for Public Information (PPI) Meeting No. 3  
**Project Name:** Los Angeles County Floodplain Management Plan Update  
**In Attendance:** **PPI Committee:** George De La O, Angel Barnuevo, Kerjon Lee and Debbie Sharpton  
**Planning Team:** Eduardo Escobar, Kristen Gelino, and Sara Townsend  
**Not Present:** Edgar Cisneros  
**Summary Prepared by:** Sara Townsend and Kristen Gelino – 6/12/2015  
**Project No.:** 103IS3293/T32834

Item	Action
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## Welcome and Introductions

- Kristen Gelino thanked the committee members for their attendance, both in person and on the phone. Phone attendees included Angel Barnuevo and Debbie Sharpton.
- Handouts provided included: Agenda, Session 3 Goals Sheet, Draft Los Angeles County Other Public Information Efforts, Example Messages and Outcomes from CRS Handbook, Draft Messaging Matrix.
- Kristen reviewed the action items from the previous meeting:
  - The Messaging Matrix had been compiled and sent out to the committee via email for feedback.
  - Some additional information on other possible public outreach efforts has been received.
- Kristen then briefly reviewed the remaining steps of the PPI process that would be discussed and indicated that, unless members elected to, this would be the last planning meeting for developing the PPI. Next meetings would be scheduled based on need for monitoring, evaluation, and annual review.

### PPI Committee Actions

### County Actions

### Tt Actions



Item	Action
<b><u>Session 3 Goals</u></b>	
<p>Kristen introduced the PPI Session 3 Goals Sheet and indicated that this meeting would be focused on discussing Steps 4 and 7, with a brief explanation of Step 6. Step 5 will not be included as part of this PPI process. She then reviewed the messages that had been identified in the Messaging Matrix during the previous two PPI sessions.</p>	<p>PPI committee members will continue to forward public outreach efforts undertaken by organizations and agencies other than the County. Tt will refine those efforts into a final list to be included as part of the Messaging Matrix.</p>
<b><u>Goal #1 Step 4, Identify Outreach Projects to Convey Messages</u></b>	
<p>Kristen explained that this session is intended to utilize the newly constructed Messaging Matrix in conjunction with the Other Public Outreach Efforts information to fill in the projects that can be undertaken to convey the messages identified. Projects identified can be already ongoing or new projects, and only those included in the plan are eligible to receive the additional CRS credit under the PPI.</p>	<p>Projects that were identified during the session need to be refined and detailed, with notes on who will do the project and when. The County will work to finalize this information.</p>
<p>There are three kinds of projects; informational materials (brochures available at LADPW facilities), general outreach (info disseminated to general audiences), and targeted outreach (materials delivered to 90% of a specific target audience).</p>	
<p>The PPI committee then began to fill in the outreach projects that would be appropriate for each message. The updated Messaging Matrix will be redistributed to committee members next week for review, suggestions, and edits.</p>	<p>The Messages in the matrix must either clearly state what the audience should do, or may have a message that includes a phone number or website that can guide the audience to additional information. Tt will ensure each message is adequately prepared. County will assist in identifying links and confirm information.</p>
<p>During the course of review and discussion several ideas for outreach projects and audiences not previously identified were discussed:</p> <ul style="list-style-type: none"><li>• Debbie Sharpton indicated that the Mountains Restoration Trust conducts crayfish trapping as part of the Adopt a Creek program, and that messages could be distributed through this program, which occurs regularly throughout the year.</li><li>• Credit for the existing website was discussed. It should be clarified that a total of ten topics can receive credit when included on the website. However, if other websites carry messages identified in the matrix, they may be eligible for additional point credit.</li></ul>	<p>The County will identify other opportunities to receive points via websites with appropriate messages.</p>



Item	Action
<ul style="list-style-type: none"><li>CERT programs provide ongoing workshops and training to the public. The possibility of incorporating PPI messages into their training is an important opportunity to investigate.</li><li>Critical facilities within the floodplain may already have mailings that are distributed to them, possibly by the EOC; need to investigate opportunities to include floodplain messages into those mailings.</li></ul>	<p>Tt will follow up internally to see if the planning team has any examples of messaging distributed to critical facility owners or operators in the floodplain.</p> <p>PPI Committee will review attached Messaging Matrix and provide comments.</p>
<p><b><u>Goal #2 Step 6, Prepare the PPI Document</u></b></p> <p>Kristen explained that the PPI document will be a chapter in the updated 2015 FMP, and that it will be prepared as part of the larger document by Tt. When the plan is adopted, the PPI will also be adopted. Kristen indicated that the draft FMP will be sent to the committee for review and comment before the public review and adoption phase.</p>	
<p><b><u>Goal #3 Step 7, Implement, Monitor, and Evaluate the Program</u></b></p> <p>Kristen indicated that the next steps following completion of the PPI will be its implementation, monitoring, and evaluation.</p> <ul style="list-style-type: none"><li>Implementation will be done according to assignments in the Messaging Matrix.</li><li>Monitoring of the success of these messages and impacts on their outcomes will be assessed by the County.</li><li>Evaluation of the program is the responsibility of the entire PPI committee and must happen on an annual basis.</li></ul>	
<p><b><u>Ongoing PPI Participation, Responsibilities and Scheduling</u></b></p> <p>George De La O indicated that the County would like to review the PPI on a schedule in conjunction with the larger FMP review. The rainy season (September) will kick off the beginning of the PPI year and review will be done and submitted on October 1, at the same time as the FMP review.</p> <p>The committee made the decision to wait and see how the final form of the Messaging Matrix and then decide if additional meetings would be needed. At this time, it is expected that the Messaging Matrix will be adequately reviewed by the committee via email, and that the committee</p>	<p>Committee members will keep their status and contact info available to the County committee coordinators.</p>





## Meeting Summary

Item	Action
<p>will reconvene at the time that the annual report/evaluation process is begun. This will likely be in summer 2016. Coordination to begin the evaluation process will be initiated by the County committee members.</p> <p>Participation in the committee is voluntary and members may have the need to rotate out of the group. New members may be identified and participate at any time, as long as the required composition is maintained between governmental and non-governmental participants. At this time, one additional participant will be needed for future committee meetings.</p>	<p>The County will identify a new committee member to participate in future meetings.</p>